

## **North-Central *Build Wisconsin* Regional Workshop Small Group Record**

Small Group 2 Red (color)

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Recorder-Reporter

### **Top 10 responses to the question: “What can the State do to foster economic growth in your region?”**

Priority response #1 (votes: 5 ) Tuition reimbursement for higher education/ stay in state.

Priority response #2 (votes: 5 ) Increase marketing funding.

Priority response #3 (votes: 4 ) Increase skill enhancement for existing employees.

Priority response #4 (votes: 2 ) Incentive program for communication infrastructure.

Priority response #5 (votes: 2 ) Support development of regional incubators.

### **“Actions Necessary to Achieve our Ideas” Exercise**

“If we want to accomplish this [priority issue #1], what does “the State” (as defined earlier) have to do now?”

#### **Priority Issue #1      Tuition reimbursement for higher education/ staying in state.**

Responses to the question: “If we want to accomplish this [priority issue], what does “the State” (as defined earlier) have to do now?”

- \*Credit on state income tax (over a number of years).
- \*Identify sectors to target, make sure there are job opportunities.
- \*Target sections, but also reimburse out of state tuition.
- \*Student loan forgiveness if working in state. Guidelines geared to type of degree.
- \*Would need guidelines on how long employed.
- \*Need to publicize in schools, etc.
- \*Credit for each additional year the student works in the state.
- \*Bureaucracy...someone to monitor it.
- \*Where does the money come from?
  - revolving student loan program
  - industry funded
  - tuition increase

- tax write off to industry
- \*Address private and public colleges.

## **Priority Issue #2      Increase marketing funding.**

- \*Resurrect Forward Wisconsin regional marketing effort. Government Area Promotion Committee.
- \*Broaden JEM grants to innovative ideas.
- \*Earmark casino money for promotion activities.
- \*"Branding" for regions to attract tourist/people.
- \*Tourism internet grant program.
- \*Assistance for local/regional branding.
- \*Review of expansion of opportunities for cooperative advertising...magazines, newspapers, radio, etc.
- \*Forward Wisconsin needs to link to local sites.
- \*Department of Tourism needs to link to local sites.
- \*State agencies needs to link to local sites.

## **Priority Issue #3      Increase availability funding of skill enhancement for existing employees.**

- \*"Wisconsin Retiree Service Corps." Identify needs and skills on a regional level, market it to make it attractive.
- \*Use Americorp funding with retirees, market to retirees.
- \*Mobile computer classrooms.
- \*Downtown learning center.
- \*Flexible, user friendly training program, convenient times.
- \*Cooperative efforts with private training businesses.
- \*Department of Commerce existing employees training program—needs to made more flexible...less limitations.
- \*Utilize tech schools when appropriate.
- \*Income tax credits for employee taking training.
- \*Business tax credits for business supplying training—identify training needs.

## **Priority Issue #4      Incentive program for communication infrastructure.**

- \*Insure eligibility of communication facilities for CDGB grant funds.
- \*Business tax incentives for private to partner with public utilities.
- \*Tower siting issue/ environment.
- \*What will be the next technology?
- \*Wisconsin Telecom should be revived to privately funded.

\*Tech incubators.